

***City Council
Business Retention & Development Committee***

**Monday, June 4, 2012
8:00 AM – 9:30 AM
Library Meeting Room
951 Spruce Street
(entry on the north side of building)**

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of May 7, 2012 Meeting Minutes
- V. Public Comments on Items Not on the Agenda
- VI. Consider necessity of re-setting the date for the July meeting (Holiday is celebrated on Wednesday, July 4)
- VII. Main Street Patio Discussion
- VIII. Retention Meetings
- IX. Economic Development Briefing
 - ICSC Trip
 - 7/11 Closing
- X. Reports from committee members
- XI. Discussion Items for Next Meeting:
- XII. Adjourn

***City Council
Business Retention &
Development Committee
Meeting Minutes***

**May 7, 2012
Library Meeting Room
951 Spruce Street**

CALL TO ORDER – Chairperson Ron Sackett called the meeting to order at 8:00 AM in the 1st Floor Meeting room at the Louisville Library, 951 Spruce Street, Louisville, Colorado.

ROLL CALL – The following members were present:

Committee Members: *Emily Jasiak, City Council
Jill Midgley, Downtown Business Association
Chris Pritchard, Planning Commission
Ron Sackett, City Council (Chair)
Dana Alford, McCaslin Business District (formerly Centennial Valley
Merchants Association)
Scott Reichenberg, CTC
Michael Menaker, Alternate Revitalization Commission*

Committee Members *Shelley Angell, Chamber of Commerce*
Absent: *Rob Lathrop, Revitalization Commission
Hank Dalton, City Council
John Benedetti, Alternate for Chamber*

Staff Present: *Malcolm Fleming, City Manager
Aaron DeJong, Economic Development Director
Troy Russ, Planning Director
Sean McCartney, Principal Planner
Polly Boyd, Executive Assistant to the City Manager*

Others Present: *Susan Loo, Ward II Councilmember*

APPROVAL OF AGENDA – Approved.

APPROVAL OF MINUTES – April 2, 2012 Meeting Minutes approved.

PUBLIC COMMENTS NOT ON AGENDA

- Michael Menaker said the patios are out, and he asked to have a discussion of the patios on the next agenda. The DBA has taken responsibility for the patios for multiple years and it was always the intent to transfer the responsibility of the patios over to the City. Councilmember Jasiak requested this agenda item be a thorough discussion including all the details of what it would take to transfer to the City, eg. drainage issues, etc.

CONSIDER NECESSITY OF RE-SETTING THE DATE FOR THE JULY MEETING (HOLIDAY IS CELEBRATED ON WEDNESDAY, JULY 4)

Membership decided to keep the July meeting on Monday, July 2nd.

RETENTION MEETINGS – None

UPDATE ON HWY. 42 AND GATEWAY PROJECT – Troy Russ

Large pictures were provided for the discussion showing concept designs of the approach for the Underpass at South Street. These same visual aids were provided in the meeting packet.

- Staff is working with stakeholders on the Measures and Needs Statement.
- Budget numbers are due today for the 2013 Capital Improvement Project form.
- The location is a challenge. There is a 10 foot difference between where we are and where we need to be for the underpass under the railroad. Staff is working with Burlington Northern (BNSF) and the Public Utility Commission (PUC). There is a possibility that BNSF can build the underpass, and if so, a Shoefly may not be necessary since if BNSF handles the construction project they wouldn't be required to build a Shoefly, but instead could stop the work whenever a train needed to pass. Essentially, BNSF would build a box 10' high and 32' wide at a cost to the City of \$500,000 and would also be subject to BNSF's schedule.
- The City's consultant is coming up with finish options for the box which will be presented at the June meeting.
- A letter is going out to BNSF this week explaining all of the design aspects of this project.
- Land is currently being assembled north of South Street. This area will be zoned mixed use.

Councilmember Jasiak asked what effects on traffic patterns this underpass will have on the Front Street side? Director Russ indicated Planning staff goal is to make Front Street a 2-way street at South.

Chair Sackett said he trusts the underpass entrances will be nice looking, utilitarian and beautiful.

Michael Menaker asked for details concerning the June meeting – Director Russ said the plan is for the meeting to take place the third week of June and the purpose of the meeting will be to review the alternatives for Highway 42 and the Underpass design will be more refined.

Michael Menaker gave “kudos” to consultant and staff for their work and the amount of work they have accomplished in a short time. The function of the underpass has changed because of the postponement of FasTracks.

DOWNTOWN WAYFINDING PROJECT – Sean McCartney

Staff is working with Traci Jones of Studio No. 6. Traci's concept designs were presented. When staff went to Traci, staff already had a head start on the signs for this project. Traci did some trimming down of the signs and came up with a simple design.

- The directional signs are color coded to match-up with the maps at the Directional Kiosks.
- The sign is a 2' round sign that will be used throughout downtown. 32 signs are needed in the downtown area.
- The Directional Kiosk is 1 ft. x 30" tall and will sit 3 feet off of the ground. The Directional Kiosks will be attached to existing light poles.
- RFP has been issued for sign fabricators and is due back on May 18th. Pre-Bid scheduled for May 9th.
- First phase will be to get the 32 signs and 32 directional kiosks.

Councilmember Loo inquired about several points:

- 1) Is the teal green color set? - Sean said that no the color is not set, but was selected from a Sherwin Williams color palette for historical buildings.
- 2) The miner in the center of the sign looks faded and at a distance doesn't look recognizable – Sean indicated the current sign is a product of our own printing equipment and very pixilated. The final sign will be of a higher quality.
- 3) Does P mean Parking to everyone? - Sean indicated the P is an international symbol for Parking but Loo felt that some may not know that, and
- 4) the Arts Community would like to find a way to showcase their events by having a place to put posters and signs – Sean indicated that this project is not for that purpose, but that possibly a separate kiosk located in downtown might be an option.

Michael Menaker made the following comments:

- 1) Sign too small. Would like to see it 2 ½ to 3 feet across.
- 2) Make the large round sign with the center P the same color as the blue directional sign for Parking.
- 3) Sign doesn't do the job of directing people to retail/businesses – Sean indicated that this project is purely for pedestrian wayfinding

Councilmember Jasiak said she loves the branding, but parking signs need their own branding with a bigger circle. Made a comment about the Directional Kiosks being attached to light poles and that currently trash cans are chained to some light poles, but there needs to be more trash cans along Front Street.

City Manager Fleming said including retail business information on the signs is not the answer. The key here is delineation of parking. More and more people are using their smart phones to locate businesses and more people will be using this method in the future. The City would not be able to keep up with the changes needed to keep the signs current.

Michael Menaker thought locating a Directional Kiosk near a parking area is necessary and a "You Are Here" noted on the map – Sean offered to take into consideration this point.

2012 COMPREHENSIVE PLAN UPDATE – Troy Russ

- The City has retained TischlerBise for the marketing and economic pieces of the Comp Plan Update. TischlerBise has completed their interviews with staff and they are on schedule to provide the marketing piece by the end of June.

- Staff is currently working with GIS staff to update the maps that are needed
- Good dialogue occurring on the website. Comments can be provided for the next 30 days.
- Narrowing down the areas of change, comment and concerns and this will lead to the start of developing the plan the end of June/first of July timeframe.
- Scheduled to go to Planning Commission on May 24th or June 14th with the Goals and Vision Statement, and scheduled to go to City Council in June, ahead of the public meeting.
- Michael Menaker asked for more information on the marketing piece of the plan. Director Russ explained the marketing piece will plan for the City's next 20 years for office, retail and residential, what are the stronger and what are the weaker aspects, and then start to allocate and plan for the future.

ECONOMIC BRIEFING - Aaron DeJong

- 7-11 on McCaslin will be closing.
- Sarah Jarman, Louisville resident, has plans to open a LePeep at the old A&W location, but still working out lease details.
- Preparing for ICSC Conference in Las Vegas. Aaron, Mayor Muckle and City Manager Fleming will all be attending to have the opportunity to get in front of Louisville's significant retailers, meet with additional retailers and local developers.

Michael Menaker asked that an exit interview get scheduled with 7-11 to understand the specifics of why they are closing. Michael asked that exit interviews be a part of the BRAD toolbox and that they are conducted routinely when a long-time retailer closes.

REPORTS FROM COMMITTEE MEMBERS

- Reminder that DBA still needs volunteers to work the Street Faire this summer. There are total of 10 events this year.
- Dana Alford, Centennial Valley Merchants Association made the following comments concerning this group:
 - Group is changing their name to McCaslin Business District
 - Cancelling the July 4th event.
 - Lack of enthusiasm
 - How do we bring leadership to this group?
 - Group includes 200 businesses
 - Currently 5 board members
 - Meetings not well attended
- Chair Sackett commented on all the good information provided on the calendars included with the City Newsletter. City Manager Fleming gave credit to Meredyth Muth, Public Relations Manager.

DISCUSSION ITEMS FOR NEXT MEETING TO BE HELD ON MONDAY, JUNE 4, 2012 –

- Funding and Continuing the Patios on Main Street but Give the Responsibility for the Patios to the City
- 7-11 Closing

ADJOURN – The meeting was adjourned at 9:05 AM.

Five-Year Capital Improvement Program

Request for Capital Equipment or Capital Improvement Project

Project or Equipment Identification	
Project Name:	<u>Main Street Patios</u>
Submitting Department/Division:	<u>Public Works - Engineering</u>
Funding Source(s)/Location(s)	Percent
<u>Capital Projects</u>	<u>100%</u>
Total Funding	100%
Department Priority	

Estimated Expenditure Schedule								
Equipment or Project Costs	Five-Year Total	Year 1 2013	Year 2 2014	Year 3 2015	Year 4 2016	Year 5 2017	Beyond 5 Years	
Land Acquisition	-	-	-	-	-	-	-	-
Design & Engineering	-	-	-	-	-	-	-	-
Other Prof Services	-	-	-	-	-	-	-	-
Construction	200,000	200,000	-	-	-	-	-	-
Other or Equipment	-	-	-	-	-	-	-	-
Total Project Costs	200,000	200,000	-	-	-	-	-	-
Grant(s) or Other								
Project Revenue	-	-	-	-	-	-	-	-
Impact to Annual Maint/Op Costs	-	-	-	-	-	-	-	-

Project Location Map, Equipment Identification Photo, or Other



Project or Equipment Description and Justification

Project Description:

This project is intended to create a unique, vibrant, and engaging Main Street environment. The parallel parking stalls on Main Street between Spruce and Walnut will be removed and the existing sidewalk extended into the street, to make room for permanent outdoor seating areas and street trees. This project will build on the success of the temporary patios that have occupied Main Street for the past two summers.

Why Is this project needed and how does it support City Council's goals?

This project will enhance the downtown pedestrian environment and help to create a walkable and vibrant downtown Louisville.

What benefits will this project produce or what undesirable consequences will occur if it is not approved?

Creating a walkable and engaging downtown environment will encourage the use of off street surface parking by helping to create a place where pedestrians park once and travel to various downtown destinations through a vibrant and comfortable space.

What realistic options or alternatives have been considered and what are the pros and cons of each?

Staff evaluated portable patio areas that would require removal and reinstallation annually. This alternative includes additional labor and storage capability. Staff will work with the DBA to determine the an effective, aethtic and reasonable priced alternative to provide additional seating/dining areas within the Main Street right of way.